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ABSTRACT

A total of 286 subjects was presented with a series of motivations and asked to evaluate the relative importance of each in their exposure/avoidance decisions about watching sports programs on television. The 188 sports viewers assessed the importance of each motivation for their viewing of baseball, hockey, football, and tennis. The 98 nonviewers, who watched televised sports less than once a month, received a shorter list of motivations that assessed their reasons for avoiding televised sports. Motivation items ranked as important for one sport tended to be rated similarly for the other sports. The most important motivations leading to exposure to televised sports appeared to be identification with the participants and needs for vicarious success. Less important motivations were information needs, social exchange, and those aspects of emotional release inherent in spectatorship. There appeared to be four underlying dimensions of motivations for viewing televised sports: to thrill in victory, to "let loose," to learn about the players and the game, and to pass time. Motivations for avoiding televised sports centered around more satisfying alternatives to televised sports and lack of time for indulging in such viewing. (Author/RL)

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"Exploring the Motives for Viewing Televised Sports"

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In the resurgence of the uses and gratifications perspective, numbers of researchers have documented varying motivations leading to media exposure and the influence of those motivations on the exposure-impact relationship. Analyses have proceeded at five levels of specificity - Level 1: medium (e.g., television); Level 2: general programming type (e.g., information or entertainment); Level 3: particular programming type (e.g., news information programming or sports entertainment programming); Level 4: particular programming type subcategory (e.g., national newscasts or football broadcasts); and Level 5: individual program (e.g., the 1976 Presidential debates or Superbowl XV). Motivations relating to information content have been documented at Level 4 (e.g., national newscasts, Levy [1978], Gantz [1978], Palmgreen et. al. [1980]) and Level 5 (e.g., the 1976 Presidential debates, McLeod et. al. [1977]). However, aside from Level 1 analyses which look at uses of television (Greenberg [1974], Lometti et. al. [1977], Rubin [1977], Rubin [1979]) and suggest why people turn to entertainment programming, little is known about the uses of particular entertainment program types, subcategories or individual programs/series. Underlying this void may be the assumption that viewers are not differentially motivated by particular program types falling within the general programming genre, entertainment. This investigation rests on the assumption that motivations for viewing entertainment programming are, at the least, particular program type subcategory (Level 4) specific. Information or motivations determining exposure decisions for entertainment programs at Levels 4 and 5 ought to be as illustrative, valuable and valid as data on information content at those levels of analysis. Moreover, such information may have more predictive utility than data from Level 1 analyses in the sense that media effects seem to be a function of the specifics of the content offered and not the result of mere exposure to general programming types like entertainment. One specific entertainment programming type, distinct from other media

entertainment fare, is sports broadcasts. Aired primarily on weekend afternoons during the 1950's and early 1960's, sports programming has expanded to prime time as well as afternoons, weekdays as well as weekends, all year round. For many, increases in sports programming have been met with open arms and television "on" buttons; the demand appears to be elastic for some sports, stretching with each additional broadcast. On the other hand, many have resisted exposure to the wider slate of sports broadcasts, avoiding most of all sports on the media. Why are some people tuning and returning to particular sports programs? What are the underlying dimensions of such exposure? Why, on the other hand, are others generally avoiding sports broadcasts? This paper reports on an effort attempting to assess those questions.

Media sports programming offers sharp contrasts with other media entertainment programming types. Generally, entertainment programs are rehearsed and taped depictions of fiction. The participants are actors assuming roles and characterizations which have no bearing on their lives off the stage. Especially with series, the outcome rarely is in doubt; the main protagonist(s) will survive and/or succeed and will carry on in similar fashion the next time around. What varies are plot nuances--the processes which lead to the anticipated results. Sports programs, on the other hand, generally are live and unrehearsed, involving exceptional performances in uncertain non-fiction situations. What transpires on the field is covered as news, with the participants' personal fortunes revolving around their performances on the field. It is the reality and uncertainty surrounding broadcast sports which trigger differing sets of viewing motivations.

Sociologists have written about the determinants, correlates, and outcomes of being a sports fan (e.g., Bisser [1967], Kenyon [1969], Edwards [1973]). While there may be differences in reasons for following or observing a player, team, or sport in person at the stadium or on the broadcast media, analyses of spectatorship suggest a series of motivations leading to media sports exposure. Being a fan serves fantasy and escape functions and generally is a pleasurable

experience. A sense of identification or oneness with a player or team enables the indivdual to vicariously experience, perhaps with more intensity than if performed by the fan him/herself, the struggles and successes of the athletes. It fulfills needs of sharing, feeling and belonging. It provides an acceptable outlet for exhibiting emotions and feelings. Moreover, being a fan is a relatively low risk proposition. When a player or team does well, the fan shares the success and may feel him/herself to be a contributing agent. Associated with success are feelings of satisfaction and self-worth. In lean times, the fan may reduce feelings of association or come up with scapegoat reasons lifting the onus of defeat from him/herself. Failure may be turned into success if actual game strategies employed were not consistent with those thought of by the fan while being an "armchair" quarterback or manager. The fan may have the best of both worlds. In short, the mental and behavioral activity involved with being a fan suggests that, except among those for whom watching broadcast sports is a "last resort," exposure will be a functional, emotionally and intellectually involving experience. Among viewing motivations, there should be the anticipation of the intrinsic, transitory experiences associated with exposure and fantasy participation in the game or activity broadcast. Are these motivations sport specific or generalizable across sports? While sports content appears to be distinct from other entertainment content, individual sports may be sufficiently different in anture to evoke unique sets of motivations and expected gratifications. Hard-hitting, action-packed games (i.e., football, hockey) may satisfy different needs than non-contact, slower paced sports (i.e., baseball). The same may be true for team and individual sports (i.e., tennis). Thus, each motivation may need to be assessed across a series of particular sports. What follows are the methods and results stemming from an exploratory programming type subcategory analysis of broadcast sports exposure motivation.

METHODOLOGY

Respondents were 286 undergraduates enrolled in an introductory sociology class at a major, northeastern university. They received self-administered

questionnaires which were filled out in class. Before beginning the survey, respondents were informed about the project. Specifically, the cover sheet stated:

> In the past decade, there has been a tremendous increase in the number of sports programs broadcast on television. The American viewer has responded by watching more sports on TV more often than ever before. Given our consumption of TV sports, several questions seem worthy of investigation. First, why is it that TV sports are so attractive to us? Second, to what extent do we "get into" or involved with the sports we watch? Finally, what are the ramifications of watching sports on TV? This questionnaire begins to address those questions.

The questionnaire contained a series of (generally) close-ended questions addressing: (1) exposure to sports programming, (2) motivations leading to, and away from, exposure to various televised sports, (3) attitudinal, communicative and behavioral preparations for, and (4) perceived impact of such broadcasts on (their own) family life. The survey instrument took about 25 minutes to fill out.

Respondents were presented with a series of motivations and asked to evaluate the relative importance of each in their exposure/avoidance decision. Those who watched TV sports (n=188) filled out the questions focusing on motivations for exposure. Those watching TV sports less than once a month (n=98) responded to questions assessing reasons for avoiding TV sports. Motivations were selected on the basis of references in and/or inferences drawn from the existing literatures on sports spectatorship and general television viewing as well as informal observations and discussions. In essence, then, respondents were presented with researcher generated and phrased motivations. Viewers assessed the importance of each motivation for each of up to four sports (baseball, hockey, football, and tennis) based on their exposure to that sport on television. Non-viewers received a shorter list of motivations they responded to on an avoiding "televised sports" level. What follows are the sets of instructions and motivations items:

(For viewers)

Below is a list of reasons people have given for watching sports on TV. How important is each of those reasons for you when you watch sports on TV? For each sport listed below, put down some value between 1 and 4 for each of the motivations listed. If you almost never watch that sport on TV, leave all the motivations for that sport blank.

1 = not important at all
2 = not very important
3 = somewhat important
4 = very important

	base-ball	hockey	foot-ball	tennis
because there is nothing else on and I enjoy watching TV.....	—	—	—	—
to learn about the players.....	—	—	—	—
I enjoy listening to the commentators..	—	—	—	—
it gives me an opportunity to have a few beers or drinks.....	—	—	—	—
I feel good when my team or player wins.....	—	—	—	—
it's something to do with my friends...	—	—	—	—
to see who wins.....	—	—	—	—
to let off steam.....	—	—	—	—
because there's nothing else to do.....	—	—	—	—
I enjoy rooting for a player or team...	—	—	—	—
it's something to do with my family when I'm home.....	—	—	—	—
it gets me psyched.....	—	—	—	—
it adds some excitement to my day.....	—	—	—	—
I enjoy seeing the players and fans go wild when they do well or win.....	—	—	—	—
because that's what my family or friends are watching.....	—	—	—	—
to learn about the game.....	—	—	—	—

(For non-viewers)

Below is a list of reasons people have given for avoiding televised sports. How important is each of those reasons for you in your decision not to watch TV sports? For each reason, put down some value between 1 and 4.

1 = not very important at all
2 = not very important
3 = somewhat important
4 = very important

I don't watch much TV..... —
I don't know the games so I feel confused when I watch..... —
there are better things on TV than sports..... —
sports bore me..... —
the commentators are fools..... —
I'd rather be with my friends or family..... —
I don't participate in sports and feel no need to vicariously participate..... —
I just don't have the time..... —
to avoid getting hooked on it..... —

RESULTS

Motivations for Watching Televised Sports

Differences existed for all but two motivations ("because there's nothing else on and I enjoy watching TV" and "because there's nothing else to do") when examined individually across the four sports assessed. Respondents seemed to be more strongly motivated to watch team sports (football first, then hockey and baseball) rather than the individual sport (tennis) examined. To some extent, this is consistent with ratings data; more watch football more frequently than of the other three sports. Nonetheless, motivation items ranked as important for one sport tended to be rated similarly for each sport. The most important motivations leading to exposure to televised baseball, football, hockey and tennis were "I feel good when my team or player wins," "to see who wins" and "I enjoy rooting for a player or team." Regarded on the average as "somewhat important," these specific motivations appear to be operationalizations of identification with the participants and needs for vicarious success as discussed before. Both information and social exchange sets of motivations were given considerably less importance. "To learn about the players" and "to learn about the game" averaged only a cut above being "not very important." While providing "something to do with my friends" fared about the same as the information motivations, the other social interaction motivations ("it gives me something to talk about," "it's something to do with my family" and "because that's what my family or friends are watching") averaged slightly less than "not very important." The least important motivations for each of the sports assessed were "I enjoy listening to the commentators," "to let off steam" and "it gives me an opportunity to have a few beers or drinks." Apparently, while media personnel are very concerned about who provides the verbal description of sports events, at least for these respondents, commentator comments are neither attractive nor interesting enough to merit serious

consideration in the exposure decision. Interestingly, one of the emotional release aspects of spectatorship ("to let off steam") described as a factor influencing gate attendance is stated as being less important than the content free, boredom related motivations "because there is nothing else to do" and "because there is nothing else on and I enjoy watching TV." Unless people watch televised sports very quietly, this seems somewhat inconsistent with the importance of "rooting" for one's favorite player or team. It may, of course, be that the motivation is important but not expressed well, i.e., in a socially desirable way. This is a potential problem with all researcher phrased motivations. Tables 1 through 4 provide the specifics for each motivation item across the four sports assessed. Table 5 provides the means for each item on each sport as well as the overall mean of each item when combining the four sports.

Motivation Factors

A varimax factor analysis procedure (SPSS Principal Factoring with Iteration) was utilized in computing the underlying dimensions of sports viewing motivations. Factor analyses were performed on responses for each sport as well as on responses across all four sports. Five different factor solutions seemed conceivable. Only those factors with eigenvalues above the traditionally accepted 1.0 were evaluated. Five factors emerged for baseball and tennis viewing, accounting for 61.7% and 62.6% of the variance, respectively. Four factors emerged for football and tennis viewing; these accounted for 55.9% and 56.8% of their respected variances. Five factors emerged from the all sports viewing solution, accounting for 62.9% of the variance. Tables 6 through 10 provide the factor loadings of each of the motivations on the statistically significant factors.

In an attempt to analyze this computerized analysis, each factor was examined, with focus only on those motivations which (1) had their highest loading on the factor, and (2) had a minimum factor loading score of .50. These criteria served

to reduce both the number of variables being represented by the factor as well as the number of factors to be considered. Table 11 lists the motivation items that met these criteria for each of the factors that emerged. In several instances, there is striking similarity in factor composition across sports. Such similarity suggests that the underlying dimensions of TV sports viewing motivations may be generalizable across sports rather than unique to each sport. These dimensions appear to be:

(1) To thrill in victory. This factor suggests that people watch in order to root and vicariously participate in the resolution process and experience the emotional satisfactions associated with winning. Three motivations met the criteria utilized: "I feel good when my team or player wins," "to see who wins" and "I enjoy rooting for a player or team."

(2) To let loose. The problems of drinking and roudiness among fans may not be limited to actual attendance at the sporting event. While few indicated that they watched sports in order to have a drink or two, having a drink or two and letting off steam/pent-up emotions seems to be an underlying dimension of sports viewing. While not as consistent in factor loading as the first factor, the following motivations seem linked together: "it gives me an opportunity to have a beer or two," "to let off steam" and "it gets me psyched." "It's something to do with my friends" also seems relevant here; drinking, letting off steam, and "getting psyched" may be more enjoyable when in the company of others than alone.

(3) To learn. Some element of viewing involves the acquisition of information about the players and the game itself. Some sports fans appear to be walking record books, storing and categorizing information about athletes and teams. Sports announcers frequently provide statistical information about the participants. However, learning about how the game is played may be viewed as distinctly different information; at least in the all sports analysis, "to learn about the players" was

the only factor loading heavily on one factor while "to learn about the game" was the only item loading heavily on another.

(4) To pass time. Despite its attractions, televised sports is at some times for some people a last resort when no other activity seems worthy of persuing. Two items relate very strongly to this: "because there is nothing else on and I enjoy watching TV" and "because there's nothing else to do."

Motivations for Avoiding Televised Sports

Those who watched TV sports less than once a month (n=98) responded to the ten avoidance motivations presented to them. The most important avoidance motivations centered around more satisfying alternatives to TV sports and lack of time to indulge in such viewing. "I'd rather be with my friends or family," "there are better things on TV than sports" and "I just don't have the time" were at least "somewhat important" motivations in the non-exposure decision; nearly half of those responding to these motivations felt these items were "very important." On the other hand, while much has been said about the level of violence in some sports, violence apparently was not a factor influencing non-exposure; only one in twenty (5.2%) said that they avoided TV sports because "they're too violent." (Table 12 provides a summary of responses to these items.) Responses were factor anayzed. Four factors emerged, accounting for 61.4% of the variance. Only two of those factors had at least one item loading .50 or better; only one had more than one such item loading. That factor consisted of the following items: "there are better things on TV than sports," "sports bore me" and "I don't participate in sports and feel no need to vicariously participate." (See Table 13) Since what is said and what is seen apparently aren't considered important determinants of non-exposure, programmers may have a difficult time coaxing people like these respondents into becoming sports viewers.

DISCUSSION

Most generally, exposure to televised sports appears to be a highly functional activity. Viewers are motivated by a series of reasons related both to their own internal needs as well as the activities on the screen. Viewing rarely is the default option selected when there is nothing else to do; it appears to meet a variety of needs rather than simply relieve boredom. The functional nature of sports programming is consistent with the literature examining uses and gratifications associated with exposure to television in general or television entertainment or news programming. Additionally, the uses of televised sports appear to be similar to motivations for attending sports events in person. The TV sports exposure experience may be as multifacited an experience as actual attendance (without the headaches of ticket prices, weather conditions and traffic). While viewers may not root quite as vociferously, the player/team identification and vicarious participation elements associated with actual attendance remain important ingredients in the TV sports exposure decision.

While there were some changes in the underlying factor structure for particular sports, motivations retained their relative importance across sports. It may well be then that not much information is gained when assessing motivations by particular program type subcategory (i.e., football). In this case, assessment by particular program type (sports entertainment programming) would miss only the small nuances that sport by sport assessment provided. As such the level of analysis utilized in this study may be a luxury to be purchased only if respondent time and researcher funds permit.

This study is by no means the definitive work on TV sports viewing motivations. First, the list of motivations examined was not an exhaustive one; important motivations may have been ignored. Second, the list of sports assessed was not all-inclusive; it may well be that a team sport like basketball or individual sports

like bowling, boxing or golf attract different audiences and/or rely on a different interplay of motivations. Third, the sample of respondents was drawn from a limited population. If age and education are factors influencing exposure to TV sports, then the data reported here may reflect motivations only among the relatively young and educated. Finally, this paper examined motivations in isolation. The uses and gratifications paradigm places motivations in a more complete exposure-impact picture. Motivations ought to be considered in relation to other aspects of media utilization and effects. Missing, then, are the interrelationships among sports viewing motivations and antecedents of motivations (i.e., athletic participation or degree of vocal participation [encouraging, disagreeing...]) and consequences of exposure (i.e., attitudes toward self and others and behaviors toward others following exposure to dissatisfying game outcomes). As usual, more questions seem to be raised than answered. Perhaps future research efforts will build on the information provided and address those sorts of questions.

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TABLE 1

STRENGTH OF MOTIVATIONS LEADING TO EXPOSURE TO TELEVISED BASEBALL

	Percentage Responding			
	Not Important At All	Not Very Important	Somewhat Important	Very Important
because there is nothing else on and I enjoy watching TV . . .	51.4	25.4	15.5	7.7
to learn about the players . . .	36.8	25.4	27.6	10.3
I enjoy listening to the commentators	76.4	13.7	6.0	3.8
it gives me something to talk about	41.6	34.1	18.4	5.9
it gives me an opportunity to have a few beers or drinks . . .	71.3	12.2	9.9	6.6
I feel good when my team or player wins	17.5	14.2	29.0	39.3
it's something to do with my friends	34.1	29.1	25.3	11.5
to see who wins	15.9	15.4	36.3	32.4
to let off steam	75.6	18.3	3.3	2.8
because there's nothing else to do	45.7	26.3	20.6	7.4
I enjoy rooting for a player or team	13.8	21.5	28.7	35.9
it's something to do with my family when I'm home	54.5	25.3	14.6	5.6
it gets me psyched	56.2	18.5	16.3	9.0
it adds some excitement to my day	42.2	28.3	22.8	6.7
I enjoy seeing the players and fans go wild when they do well or win	41.6	24.7	21.3	12.4
because that's what my family or friends are watching	54.2	20.8	18.6	6.2
to learn about the game	41.0	18.5	23.6	16.9

TABLE 2

STRENGTH OF MOTIVATIONS LEADING TO EXPOSURE TO TELEVISED HOCKEY

	Percentage Responding			
	Not Important At All	Not Very Important	Somewhat Important	Very Important
because there is nothing else on and I enjoy watching TV . . .	47.3	22.5	18.1	12.1
to learn about the players . . .	37.3	25.9	23.8	13.0
I enjoy listening to the commentators	71.7	17.8	6.7	3.9
it gives me something to talk about	39.5	30.8	22.2	7.6
it gives me an opportunity to have a few beers or drinks . . .	69.4	12.2	8.3	10.0
I feel good when my team or player wins	13.2	11.5	31.3	44.0
it's something to do with my friends	31.5	28.2	27.1	13.3
to see who wins	13.8	12.7	43.6	29.8
to let off steam	70.0	15.6	5.6	8.9
because there's nothing else to do	46.9	22.0	20.9	10.2
I enjoy rooting for a player or team	14.3	17.6	34.6	33.5
it's something to do with my family when I'm home	52.2	25.3	14.0	8.4
it gets me psyched	50.3	13.4	21.8	14.5
it adds some excitement to my day	37.9	18.7	28.6	14.8
I enjoy seeing the players and fans go wild when they do well or win	36.5	20.8	23.6	19.1
because that's what my family or friends are watching	56.2	17.4	18.5	7.9
to learn about the game	37.8	17.8	25.0	19.4

TABLE 3

STRENGTH OF MOTIVATIONS LEADING TO EXPOSURE TO TELEVISED FOOTBALL

	Percentage Responding			
	Not Important At All	Not Very Important	Somewhat Important	Very Important
because there is nothing else on and I enjoy watching TV . . .	47.0	22.7	19.2	11.1
to learn about the players . . .	24.5	19.0	32.5	14.0
I enjoy listening to the commentators	71.9	13.8	9.2	5.1
it gives me something to talk about	34.3	32.3	23.9	9.5
it gives me an opportunity to have a few beers or drinks . . .	69.4	10.2	7.7	12.8
I feel good when my team or player wins	10.1	10.1	30.7	49.2
it's something to do with my friends	30.8	29.3	25.8	14.1
to see who wins	9.6	9.6	43.1	37.6
to let off steam	68.7	16.9	5.6	8.7
because there's nothing else to do	47.4	22.9	19.8	9.9
I enjoy rooting for a player or team	11.7	12.2	35.7	40.3
it's something to do with my family when I'm home	45.9	25.8	19.1	9.3
it gets me psyched	49.5	14.4	21.6	14.4
it adds some excitement to my day	33.2	20.9	31.1	14.8
I enjoy seeing the players and fans go wild when they do well or win	33.5	20.6	25.8	20.1
because that's what my family or friends are watching	48.7	18.1	23.3	9.8
to learn about the game	36.8	16.6	24.9	21.8

TABLE 4

STRENGTH OF MOTIVATIONS LEADING TO EXPOSURE TO TELEVISED TENNIS

	Percentage Responding			
	Not Important At All	Not Very Important	Somewhat Important	Very Important
because there is nothing else on and I enjoy watching TV . . .	41.9	26.7	20.3	11.0
to learn about the players . . .	36.2	23.7	27.7	12.4
I enjoy listening to the commentators	78.7	12.1	4.0	5.2
it gives me something to talk about	48.0	33.3	12.4	6.2
it gives me an opportunity to have a few beers or drinks . . .	77.3	11.0	4.1	7.6
I feel good when my team or player wins	27.3	17.4	23.3	32.0
it's something to do with my friends	46.0	25.3	16.7	12.1
to see who wins	21.5	15.7	36.6	26.2
to let off steam	80.5	14.8	2.4	2.4
because there's nothing else to do	47.6	19.6	21.4	11.3
I enjoy rooting for a player or team	22.2	21.6	31.6	24.6
it's something to do with my family when I'm home	58.5	23.9	11.5	6.1
it gets me psyched	60.4	17.2	15.4	7.1
it adds some excitement to my day	48.5	28.1	17.5	5.8
I enjoy seeing the players and fans go wild when they do well or win	51.5	21.9	17.2	9.5
because that's what my family or friends are watching	66.1	13.1	14.9	6.0
to learn about the game	37.6	16.5	23.5	22.4

TABLE 5

STRENGTH OF SPORTS VIEWING MOTIVATIONS: MEAN RESPONSE SCORES

	Baseball*	Hockey*	Football*	Tennis*	Total Score**
because there is nothing else on and I enjoy watching TV . . .	1.80	1.95	1.94	2.00	7.69
to learn about the players . . .	2.11	2.12	2.26	2.16	8.65
I enjoy listening to the commentators	1.37	1.43	1.47	1.36	5.63
it gives me something to talk about	1.89	1.98	2.09	1.77	7.73
it gives me an opportunity to have a few beers or drinks . . .	1.52	1.59	1.64	1.42	6.17
I feel good when my team or player wins	2.90	3.06	3.19	2.60	11.75
it's something to do with my friends	2.14	2.22	2.23	1.95	8.54
to see who wins	2.85	2.90	3.09	2.67	11.51
to let off steam	1.33	1.53	1.54	1.27	5.67
because there's nothing else to do	1.90	1.94	1.92	1.96	7.72
I enjoy rooting for a player or team	2.87	2.87	3.03	2.59	11.38
it's something to do with my family when I'm home	1.71	1.79	1.92	1.64	7.06
it gets me psyched	1.78	2.01	2.01	1.69	7.49
it adds some excitement to my day	1.94	2.20	2.28	1.81	8.23
I enjoy seeing the players and fans go wild when they do well or win	2.05	2.25	2.33	1.85	8.48
because that's what my family or friends are watching	1.77	1.78	1.84	1.61	7.10
to learn about the game	2.16	2.26	2.32	2.31	9.04

*Where 1 = not important at all
2 = not very important
3 = somewhat important
4 = very important

**sum of mean scores for each sport.

TABLE 6

VARIMAX FACTOR LOADINGS OF MOTIVATIONS FOR EXPOSURE TO TELEVISED BASEBALL

Item	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
because there is nothing else on and I enjoy watching TV . . .	.01	-.04	-.07	.53	-.09
to learn about the players . . .	.36	.59	.07	-.12	-.02
I enjoy listening to the commentators	.13	.27	.19	.06	.16
it gives me something to talk about	.27	.18	.42	-.02	.33
it gives me an opportunity to have a few beers or drinks . . .	.10	.04	.55	-.01	.00
I feel good when my team or player wins	.79	.11	.20	-.09	.17
it's something to do with my friends	.18	.17	.49	.08	.52
to see who wins	.69	.09	.17	.00	.33
to let off steam	.08	.09	.62	.06	.06
because there's nothing else to do	.03	-.13	.17	.83	.12
I enjoy rooting for a player or team	.74	.29	.15	-.03	.20
it's something to do with my family when I'm home	.22	.09	.00	.06	.54
it gets me psyched	.20	.42	.41	-.11	.32
it adds some excitement to my day	.28	.38	.27	-.16	.40
I enjoy seeing the players and fans go wild when they do well or win	.34	.46	.26	.00	-.02
because that's what my family or friends are watching	-.23	.31	.00	.47	.11
to learn about the game	-.02	.59	.02	.11	.21
Proportion of Variance	28.7	10.9	8.1	7.7	6.3

TABLE 7

VARIMAX FACTOR LOADINGS OF MOTIVATIONS FOR EXPOSURE TO TELEVISED HOCKEY

Item	Factor 1	Factor 2	Factor 3	Factor 4
because there is nothing else on and I enjoy watching TV . . .	.04	.07	.04	.56
to learn about the players . . .	.35	.16	.47	-.06
I enjoy listening to the commentators	.24	.31	.44	.15
it gives me something to talk about	.21	.44	.43	.06
it gives me an opportunity to have a few beers or drinks . . .	.15	.67	.07	.04
I feel good when my team or player wins	.78	.20	.00	-.02
it's something to do with my friends	.19	.39	.34	.20
to see who wins	.57	.25	.18	.07
to let off steam	.19	.68	.20	.17
because there's nothing else to do	.10	.05	.11	.76
I enjoy rooting for a player or team	.82	.12	.20	-.02
it's something to do with my family when I'm home	.20	.13	.48	.23
it gets me psyched	.35	.60	.23	-.08
it adds some excitement to my day	.49	.36	.32	-.05
I enjoy seeing the players and fans go wild when they do well or win	.30	.26	.20	.04
because that's what my family or friends are watching	.00	.01	.51	.41
to learn about the game	.04	.18	.48	.00
Proportion of the Variance	31.2	11.6	7.1	6.8

TABLE 8

VARIMAX FACTOR LOADINGS OF MOTIVATIONS FOR EXPOSURE TO TELEVISED FOOTBALL

Item	Factor 1	Factor 2	Factor 3	Factor 4
because there is nothing else on and I enjoy watching TV . . .	.12	-.04	.46	.05
to learn about the players . . .	.37	.33	-.14	.48
I enjoy listening to the commentators	.49	.11	.08	.27
it gives me something to talk about	.53	.23	.14	.25
it gives me an opportunity to have a few beers or drinks . . .	.65	.01	.10	.03
I feel good when my team or player wins	.19	.75	-.13	.04
it's something to do with my friends	.48	.19	.12	.13
to see who wins	.16	.71	.03	.05
to let off steam	.66	.17	.12	-.03
because there's nothing else to do	.01	-.09	.81	-.05
I enjoy rooting for a player or team	.17	.66	-.06	.27
it's something to do with my family when I'm home	.24	.26	.23	.29
it gets me psyched	.58	.30	-.09	.23
it adds some excitement to my day	.46	.42	-.18	.23
I enjoy seeing the players and fans go wild when they do well or win	.30	.28	.11	.27
because that's what my family or friends are watching	.08	.00	.55	.30
to learn about the game	.11	.09	.18	.64
Proportion of Variance	29.3	22.4	7.9	6.3

TABLE 9

VARIMAX FACTOR LOADINGS OF MOTIVATIONS FOR EXPOSURE TO TELEVISED TENNIS

Item	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
because there is nothing else on and I enjoy watching TV . . .	.13	.05	.58	.06	.02
to learn about the players . . .	.49	.15	-.02	.23	.37
I enjoy listening to the commentators	.13	.37	.20	.31	.11
it gives me something to talk about	.15	.30	.06	.48	.13
it gives me an opportunity to have a few beers or drinks . . .	.08	.07	.06	.38	.00
I feel good when my team or player wins	.77	.14	.01	.32	.08
it's something to do with my friends	.08	.38	.29	.47	.03
to see who wins	.71	.32	.21	.09	.06
to let off steam	.14	.35	.25	.42	.04
because there's nothing else to do	.05	.03	.90	.01	-.04
I enjoy rooting for a player or team	.75	.26	.10	.20	.15
it's something to do with my family when I'm home	.19	.53	.27	.08	.09
it gets me psyched	.22	.53	.01	.31	.23
it adds some excitement to my day	.32	.71	-.12	.21	.03
I enjoy seeing the players and fans go wild when they do well or win	.23	.07	-.09	.51	.21
because that's what my family or friends are watching	-.04	.11	.48	.09	.20
to learn about the game	.16	.14	.19	.11	.86
Proportion of the Variance	31.0	11.4	7.5	6.6	6.1

TABLE 10

VARIMAX FACTOR LOADINGS OF MOTIVATIONS FOR EXPOSURE TO TELEVISED SPORTS

Item	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
because there is nothing else on and I enjoy watching TV . . .	.00	-.02	.64	.14	.00
to learn about the players . . .	.15	.24	-.09	.62	.20
I enjoy listening to the commentators	.45	.14	.07	.37	.10
it gives me something to talk about	.57	.17	.03	.11	.19
it gives me an opportunity to have a few beers or drinks . . .	.54	.01	.04	.29	-.12
I feel good when my team or player wins	.21	.70	-.02	.28	-.20
it's something to do with my friends	.69	.22	.10	-.14	.25
to see who wins	.25	.69	.04	.08	.05
to let off steam	.60	.17	.13	.16	-.05
because there's nothing else to do	.09	.01	.83	-.24	.16
I enjoy rooting for a player or team	.15	.83	-.06	.18	.14
it's something to do with my family when I'm home	.29	.24	.16	-.01	.19
it gets me psyched	.54	.27	-.15	.19	.21
it adds some excitement to my day	.45	.44	-.17	.15	.08
I enjoy seeing the players and fans go wild when they do well or win	.21	.28	.03	.40	.08
because that's what my family or friends are watching	.14	-.10	.41	-.02	.47
to learn about the game	.12	.09	.06	.28	.66
Proportion of the Variance	28.8	12.6	7.8	7.3	6.5

TABLE 11

MOTIVATION ITEMS MEETING FACTOR LOADING SELECTION CRITERIA

Sport	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Baseball	good win root	lrnplyr lrngame	beer steam	nothon nothtodo	dowfrd dowfam
Hockey	good win root	beer steam psych	ffwatch	nothon nothtodo	
Football	talk beer steam psych	good win root	nothtodo ffwatch	lrngame	
Tennis	good win root	dowfam excit psych	nothon nothtodo	seewild	
All Sports	talk beer dowfrd psych	good steam root	nothon nothtodo	lrnplyr	lrngame

Where:

nothon = because there is nothing else on and I enjoy watching TV
lrnplyr = to learn about the players
talk = it gives me something to talk about
beer = it gives me an opportunity to have a few beers or drinks
good = I feel good when my team or player wins
dowfrd = it's something to do with my friends
win = to see who wins
steam = to let off steam
nothtodo = because there's nothing else to do
root = I enjoy rooting for a player or team.
dowfam = it's something to do with my family when I'm home
psych = it gets me psyched
excit = it adds some excitement to my day
seewild = I enjoy seeing the players and fans go wild when they do well or win
ffwatch = because that's what my family or friends are watching
lrngame = to learn about the game

TABLE 12

MOTIVATIONS FOR AVOIDING TELEVISED SPORTS

	Percentage Responding			
	Not Important At All	Not Very Important	Somewhat Important	Very Important
I don't watch much TV	22.8	16.8	31.7	28.7
I don't know the games so I feel confused when I watch . .	46.5	16.2	20.2	17.2
there are better things on TV than sports	13.3	17.3	27.6	41.8
sports bore me	38.8	15.3	23.5	22.4
the commentators are fools . .	30.6	25.5	22.4	21.4
I'd rather be with my friends or family	9.2	17.3	24.5	49.0
I don't participate in sports and feel no need to vicariously participate	54.6	20.6	14.4	10.3
they're too violent	61.9	20.6	12.4	5.2
I just don't have the time . .	11.3	11.3	34.0	43.3
to avoid getting hooked on it .	72.2	12.4	7.2	8.2

TABLE 13

VARIMAX FACTOR LOADINGS OF MOTIVATIONS FOR AVOIDING TELEVISED SPORTS

Item	Factor 1	Factor 2	Factor 3	Factor 4
I don't watch much TV	-.05	.08	.02	.30
I don't know the games so I feel confused when I watch . .	.06	.00	.06	.22
there are better things on TV than sports	.32	.18	-.17	-.17
sports bore me	.56	-.16	.10	.00
the commentators are fools . .	-.03	.07	.21	-.40
I'd rather be with my friends or family	.07	.16	-.02	.06
I don't participate in sports and feel no need to vicariously participate	.13	-.01	.10	.12
they're too violent	.01	-.01	.18	-.04
I just don't have the time . .	-.11	.66	-.01	.02
to avoid getting hooked on it .	-.05	-.03	.56	.08
Proportion of Variance	24.0	14.0	12.0	11.4